

**REMARKS**

**Status of Claims:**

Claims 1-15 remain cancelled. Claims 16-33 are cancelled without prejudice or disclaimer. New claims 34-54 are added.

Thus, claims 34-54 are pending in the application. A detailed listing of all claims that are in the application, is presented, with appropriately defined status identifiers.

**Claim Rejections Under 35 U.S.C. 103:**

Claims 16-33 are rejected under 35 U.S.C. 103(a) as being unpatentable over Nakamura (U.S. Patent No. 5,987,424) in view of Kenney (U.S. Patent No. 5,515,424).

Claims 16-33 have been cancelled without prejudice or disclaimer and, thus, the rejection is moot.

**New Claims:**

New claims 34-54 are neither disclosed nor suggested by the Nakamura and Kenney references.

Nakamura (US 5,987,424) teaches an example in which when a user of a terminal wants to acquire advertisement information the user dials a particular number provided to receive that advertisement information, or upon arrival of a call from an advertisement apparatus at a predetermined time performs a predetermined responding operation to receive the advertisement information.

That is to say, in Nakamura, for allowing the terminal to receive and display the advertisement information, the user is required to perform a predetermined series of operations including off-hooking, dialing, call-accepting, and other operations at the terminal.

In contrast, embodiments of the present invention are directed, unlike Nakamura which is directed to a subscriber telephone set, to a portable or mobile communication

terminal as taught in the original specification of the present application. Nakamura neither teaches nor suggests anything about such a portable communication terminal.

Nakamura also neither teaches nor suggests that the communication terminal has “a registration request means for issuing a registration request for advertisement information broadcast from an advertisement information broadcast server”.

Further, Nakamura is directed to a technique which allows a terminal to receive and display advertisement information through a user’s call-out operation to an advertisement apparatus or call accepting operation responsive to a call from the advertisement apparatus. That is to say, so long as the call-out or call-accepting operation is underway, the terminal which is receiving and displaying the advertisement is in its communication state, but not in its standby state. Thus, with regard to the present claims 38, 45, and 52, Nakamura neither teaches nor suggests to display an advertisement on a standby screen of a portable communication terminal as is taught by embodiments of the present invention.

In the next place, Kenney (US 5,515,424) teaches a system which allows a delivery of video images to a display device of a public telephone at a desired timing so as to display the received video images without a user’s intervention. More specifically, Kenney’s system allows public telephone sets installed at airport terminals, hotels, or like facilities to provide advertisements of toll-free telephone services as being continuously displayed on the telephone screens. For example, screens advertising the telephones for airline reservation services are displayed on telephone sets at airport terminals, while screens advertising the room reservation services are displayed on telephone sets at hotels. Kenney also teaches to change the displayed images or advertisements on the monitors depending on times and places.

In contrast, embodiments of the present invention are directed, unlike Kenney which is directed to a public telephone, to a portable or mobile communication terminal as taught in the specification of the present application as originally filed. Kenney neither teaches nor suggests anything about such a portable communication terminal.

Further, what is taught by Kenney is a technique for unilaterally delivering the same advertisement information toward an unspecified large number of people, but is not a technique for individually broadcasting advertisement information toward terminals separately had by specific individuals on the basis of the contents of requests from such specific individuals as allowed by embodiments of the present invention.

Furthermore, Kenney neither teaches nor suggests that the communication terminal has "a registration request means for issuing a registration request for advertisement information broadcast from an advertisement information broadcast server".

Therefore, new claims 34-54 are believed to be allowable.

**Conclusion:**

Applicant believes that the present application is now in condition for allowance. Favorable reconsideration of the application as amended is respectfully requested.

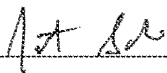
The Examiner is invited to contact the undersigned by telephone if it is felt that a telephone interview would advance the prosecution of the present application.

The Commissioner is hereby authorized to charge any additional fees which may be required regarding this application under 37 C.F.R. §§ 1.16-1.17, or credit any overpayment, to Deposit Account No. 19-0741. Should no proper payment be enclosed herewith, as by the credit card payment instructions in EFS-Web being incorrect or absent, resulting in a rejected or incorrect credit card transaction, the Commissioner is authorized to charge the unpaid amount to Deposit Account No. 19-0741.

If any extensions of time are needed for timely acceptance of papers submitted herewith, Applicant hereby petitions for such extension under 37 C.F.R. §1.136 and authorizes payment of any such extensions fees to Deposit Account No. 19-0741.

Respectfully submitted,

Date February 19, 2009

By 

FOLEY & LARDNER LLP  
Customer Number: 22428  
Telephone: (213) 972-4596  
Facsimile: (213) 486-0065

Justin M. Sobaje  
Attorney for Applicant  
Registration No. 56,252